



## Jaypee Business School

A Constituent of

**Jaypee Institute of Information Technology**

(Declared Deemed to be University u/s 3 of UGC Act.)

A-10, Sector 62, NOIDA, 201309, INDIA [www.jbs.ac.in](http://www.jbs.ac.in)

### COMPETENCY DEVELOPMENT PROGRAMME

# ADVANCED RESEARCH METHODOLOGY

JUNE 18-23, 2018

#### About the Programme

Research is not only critical to the economic and social development of society; it is also critical to the mission of any University or academic institution. It is this research, which is the foundation for knowledge that makes possible much of the innovation and application that provides wider benefit. Research inculcates scientific and inductive thinking and it promotes the development of logical habits of thinking and organization. As Albert Einstein once remarked: *"If we knew what it was we were doing, it would not be called research, would it?"* A need is always felt in quality-committed institutions to train the faculty and researcher in advanced research methodology in a manner that results in authentic and high quality research, which has impact on the society, culture and future endeavours.

The present programme is designed to provide exposure to the participants on research problem formulation, application of appropriate research design and skills of data generation, data processing and statistical analysis at both; basic and advance level. This CDP is intended to sharpen teaching and research skills of teachers, researchers and trainers, so that they are able to publish their work in SCOPUS/WoS/ICI/UGC indexed journals.

#### Programme Coverage

<b>Introduction to Research</b>	<ul style="list-style-type: none"> <li>• Overview of Research</li> <li>• Research Proposal</li> <li>• Research Methodology</li> </ul>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Presentation</li> <li>• Discussions</li> </ul>
<b>Research Design, Data &amp; Sample Design</b>	<ul style="list-style-type: none"> <li>• Research Designs</li> <li>• Sampling Techniques</li> <li>• Measurement Scales</li> <li>• Questionnaire Development</li> </ul>	<ul style="list-style-type: none"> <li>• Discussion</li> <li>• Hands-on</li> <li>• Exercises</li> </ul>
<b>Data Screening and Management</b>	<ul style="list-style-type: none"> <li>• Creating and Editing Data File</li> <li>• Computing New and Recoding Variables</li> <li>• Selecting and Sorting Cases</li> <li>• Merging Files</li> <li>• Dealing with Missing values</li> </ul>	<ul style="list-style-type: none"> <li>• Discussion</li> <li>• Hands-on</li> <li>• Exercises</li> </ul>
<b>Data Analysis</b>	<ul style="list-style-type: none"> <li>• Hypothesis Testing: Parametric and Non-Parametric Tests</li> <li>• Correlation and Regression Analysis</li> <li>• Multiple Regression Analysis</li> <li>• Factor Analysis, Confirmatory Factor Analysis</li> <li>• Multidimensional Scaling</li> <li>• Cluster Analysis</li> <li>• Logistic Regression and Discriminant Analysis</li> <li>• Structured Equation Modeling</li> </ul>	<ul style="list-style-type: none"> <li>• Discussion</li> <li>• Hands-on</li> <li>• Exercises</li> </ul>
<b>Scientific Reporting</b>	<ul style="list-style-type: none"> <li>• Technical and Managerial implications</li> <li>• Plagiarism and report writing</li> </ul>	<ul style="list-style-type: none"> <li>• Discussion</li> </ul>

#### Who Should Attend

The programme is beneficial for faculty members and research scholars in academic institutions as well as executives working in research and consulting organization. **Preferably bring your laptop for effective use of resources during and after the programme.**

#### Time and Venue

One week programme on Business Research and Analytics will be held at Arya Bhatt Bhawan-II of Jaypee Business School from **10:00 am to 5:00 pm** during 18-23 June 2018.

## Learning Outcomes

After attending the programme, participants will acquire:

- Understanding need for research in Business & Management, Social Sciences etc.
- Familiarity with research process and methodology
- Developing skills for review of literature, rationale and research objectives
- Understanding of hypotheses formulation and testing
- Knowledge about data collection and preparation
- Presentation of data both in visual and inferential format
- Hands-on SPSS, AMOS
- Scientific Reporting

## Programme Fee & Registration Process

Registration should be made in the prescribed form attached separately with the brochure. The interested institutions/organizations can nominate their executives / faculty member /scholars and sponsor their participation. Individuals can also attend the programme after sending the completed registration form along with the fee. Filled-in forms can be scanned and send through email [programs.jbs@jiit.ac.in](mailto:programs.jbs@jiit.ac.in) for or through post at the address mentioned below, latest by June 10, 2018.

The registration fee per participant for the programme is:

Industry Professionals	Rs. 5000.00
Academicians	Rs. 2500.00
Research Scholars	Rs. 1500.00

Limited accommodation is available for participants on first-cum-first serve basis, to be provided on an additional charge of Rs. 1200/- (Single Occupancy) and Rs. 500/- per day (Twin-sharing basis) including meals on campus.

### Maximum number of registered participants is restricted to 30

The fee includes:

- Certificate of participation
- Resource Material
- SPSS Trial Version by IBM-SPSS
- Lunch and refreshments

The registration fee should be made in advance online, the details for the online payment is uploaded on the University website. The fee is inclusive of service tax.

## Resource Persons



**Dr. Moonis Shakeel** has close to fourteen years of experience both in Corporate and in Academics. His domain expertise is in Econometrics, Multivariate Statistics, Predictive Modelling, Big Data Analytics, Hadoop, Hive, Pig, Flume, R, SPSS, EVIEWS, Python and Tableau. He teaches subjects in the area of Business Analytics, Economics and Finance. He is invited to deliver lectures and training sessions by various B-schools, Universities and Government in the area of Data science and Analytics.



**Dr. Rajnish Kumar Misra** has been in academics for nineteen years, associated with premier B-School including IIMs. He is actively involved in behavioural science research especially in the area of people management and psychology. He has conducted projects and FDPs sponsored by AICTE. He is expert in scale/survey development and psychological testing. Dr. Misra specializes in the domain of factor analysis, reliability testing and validation of questionnaire, structured equation modelling using SPSS and AMOS.



**Dr. Vandana Ahuja** Dr. Vandana Ahuja has over eighteen years of experience across the corporate sector and academia. She is the author of a book on Digital Marketing, published by Oxford University Press. She has published over sixty manuscripts in International and National Journals and serves on the Editorial Board of several International Journals. At Jaypee Business School, she is the Area-Chair, Marketing and has organised and chaired several National and International conferences and has guided several PhD students in the domain of CRM, Branding, Consumer Behavior and Online Marketing.



**Dr. Rahul Sharma**, Associate Professor, has more than fourteen years of experience in teaching of Management Programme at institutions of repute such as Jaypee Business School, Noida and Institute of Chartered Financial Analysts of India, Hyderabad. He is actively involved in training executives in different Management Development Programmes including in-company training programmes like JIL Information Technology Limited and Jaypee Cement. He also writes regular columns for local News Papers on topics like financial planning, Budget, and also sometimes on politics.

## Jaypee Business School (JBS)

JBS started in the year 2007 as a constituent of Jaypee Institute of Information Technology (JIIT) and is one amongst the new generation business schools in India. The mission of JBS is “to prepare and produce competent, passionate and market centric professionals who can manage human resources, business operations and ensure world class quality practices”.

### Programmes at JBS

JBS offers two years full time Masters in Business Administration and Ph.D. Programme in Management. The salient feature of MBA programme lies in its uniqueness of grooming and developing socially sensitive business managers and entrepreneurs through range of core and elective courses, workshops, corporate internship and social entrepreneurship course followed by social internship. It is among the few Indian B-Schools that can boast of its state-of-the-art resources. JBS faculty are all respected professionals who have been recognised for their achievements in their respective fields.

The JBS also offers Ph.D programme in management focusing on contemporary business, management and social issues. Only full time scholars are encouraged with scholarship on a monthly basis. The programme is quite rigorous as the scholars are expected to undertake stipulated course work and present their progress every 6 months in the Review Seminar before the Doctoral Program Monitoring and Advisory Committee (DPMAC). The scholars are required to take up intensive research work under the guidance of a supervisor on a specific topic leading to submission of thesis for award of the degree.

## Jaiprakash Sewa Sansthan

Jaypee Group has always believed in “growth with a human face” and to fulfil its obligations it has set up Jaiprakash Sewa Sansthan (JSS), a ‘not-for-profit trust’ which primarily serves the objectives of socio-economic development, reducing the pain and distress in society.

For over 5 decades now, Jaypee Group has supported the socio-economic development of the local environment in which it operates and ensures that the economically and educationally challenged strata around the work surroundings are also benefited from the Group’s growth by providing education, medical and other facilities for local development.

JSS has translated its social responsibility into reality by building up schools and training institutes that cater to the needs of providing quality education to the masses. The trust also helps in times of natural catastrophe to reach the affected communities in distress.

The JIIT was established under the aegis of Jaiprakash Sewa Sansthan (JSS) set up in the year 1993. The trust has planned to take the vision of service to society through quality education to the masses. The group currently offers education through 4 universities, 34 schools, 1 B.Ed. College, 1 Polytechnic, 1 PG college, 5 ITI’s, 1 Advanced Skill Development Centre, catering to learning of over 30,000 students across the spectrum of the learning curve.



**Dr. Moonis Shakeel/Dr. Rajnish Kumar Misra**

Program Coordinator(s)

**Jaypee Business School**

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